REMARKS

Claims 1-20 remain in this application.

For the sake of clarity, and to emphasize the patentable distinctions of applicant's invention over the prior art, claim 1 has been amended to recite a system, for placing an advertisement on the monitor of a user of a web site being owned by a web site owner and compensating said user for viewing said advertisement and compensating said web site owner on the basis of advertisements viewed, whereby upon access by said user of said page containing said coded reference, the reference is caused to access its application logic set triggering display of said advertisement in a temporary and non-dismissible window on said monitor for a predetermined time period, whereby said user is compensated for receiving and viewing said advertisement and said web site owner is compensated on the basis of advertisements viewed.

In order to emphasize the patentable distinctions of applicant's invention over the prior art, claims 10 and 17-19 have been amended to recite a method for advertising to a user of a web site having at least one page containing a coded reference, each respective claim having the step of compensating the user for receiving and viewing the advertisement provided the user has previously registered, and compensating said web site owner on the basis of advertisements viewed.

Each of the foregoing amendments is clearly supported by the original specification, at page 4, lines 6-7; page 4, lines 10-12; page 7, lines 4-5; and page 7, line 15. Consequently, no new matter has been added.

Applicant's invention provides a system and method for placing an advertisement on the monitor of a user of a web site. Specifically, the system comprises a server connected to the Internet and at least one application logic set stored in memory on the server. The connection is a conventional wired connection as would be provided by a modem and telephone line, cable modem, T connection or the like or, alternatively, a wireless connection, such as that provided by a wireless modem, cell phone, PDA or the like. Each of the application logic sets is provided with a means for causing the browser, operating from the user's computer, to display the advertisement in a non-dismissible and temporary browser window on the monitor of the user. The means for causing the browser to display advertisement is accomplished by sending web page mark-up language code containing the advertisement. This may include HTML, Java Applets, Flash routines, or similar web page construction code. It optionally includes animation, images, and or sound. As a further option the application set includes code for a series of different advertisements. The code specifies the size and position of window as well as how long the window is viewable. The predetermined time period within which the window is viewable can vary depending on default settings, type and length of an advertisement, site owner preference and the like. Typically the predetermined time period for viewing window can range from about 10 seconds to 60 minutes, preferably from about 15 to 40 seconds, and most preferably from about 20 to 30 seconds. Optionally, the advertisement is delayed for period of time before being sent to the user. The system includes a web site that is provided with coded content, such as web page mark-up language, for viewing by the user, and a reference is coded within the mark-up language of at least one page of the web site. Web site may reside in memory on server or on

another remote server connected to the Internet. The reference points the browser to one of the application logic sets. Additionally, the system includes a registered user database on the server for storing user information and computing and storing the user's advertisement viewing history. When registered user accesses the page containing the coded reference, the user's browser is caused to access an application logic set on the server, thereby triggering display of the advertisement in a temporary and non-dismissible window on the monitor of the user. The system compensates the user for receiving and viewing the advertisement provided the user has previously registered. The system further compensates the web site owner on the basis of ads viewed.

Claims 1 and 3-17 were rejected under 35 USC 103(a) as being unpatentable over US Patent 6,687,737 to Landsman et al in view of US Patent 5,855,008 to Goldhaber et al. (Applicant presumes that the Office Action contains a mistake by stating at page 2 that the claims are rejected under 35 USC 102(e) as being anticipated by Landsman et al. in view of Goldhaber et al.)

Landsman et al. disclose a technique for implementing in a networked client-server environment, e.g., the Internet, network distributed advertising in which advertisements are downloaded from an advertising server to a browser executing at a client computer. The advertisements are subsequently displayed interstitially in response to a click-stream generated by the user to move from one web page to another.

Goldhaber et al. provides an approach for distributing advertising and other information over a computer network. The method is said to be usable to provide direct, immediate payment to a consumer for paying attention to an advertisement or other information.

As amended, claims 1 and 3-17 require a system for placing an advertisement on the monitor of a user of a web site being owned by a web site owner, compensating the user for viewing the advertisement, and compensating said web site owner on the basis of advertisements viewed. It is submitted that the salient features of claims 1 and 3-17, as amended, are not disclosed or suggested by Landsman et al in view of Goldhaber et al. It is thus submitted that the subject matter of claims 1 and 3-17 is novel over Landsman et al. in view of Goldhaber et al.

Applicant's invention, as recited by present claims 1-20 has several advantages over any system taught by the prior art. In particular, present claims 1-20 require a system for placing an advertisement on the monitor of a user of a web site being owned by a web site owner, compensating the user for viewing the advertisement, and compensating said web site owner on the basis of advertisements viewed. This encourages the users to view the advertisements because they are compensated if they have registered; this also provides much needed revenue directly to high and moderate volume web site owners; and this benefits the advertisers because they are billed on the basis of actual advertisement viewing, not estimated user statistics. Therefore, the present invention defined by present claims 1-20

provides an advertising system that significantly benefits each of the web site owner, the advertiser and the advertisement viewer. Applicant submits that the combination of Landsman et al. in view of Goldhaber et al. does not disclose an advertising system that compensates the user and the web site owner on the basis of the advertisements viewed. In view of the amendment to claims 1 and 3-17 and the foregoing remarks, it is submitted that claims 1 and 3-17 are novel over Landsman et al. in view of Goldhaber et al.

Accordingly, reconsideration of the rejection of claims 1 and 3-17 under 35 USC 103(a) as being unpatentable over Landsman et al. in view of Goldhaber et al. is respectfully requested.

Claims 2 and 18-20 were rejected under 35 USC 103(a) as being unpatentable over US Patent 6,687,737 to Landsman et al. in view of US Patent 5,855,008 to Goldhaber et al and US Patent 5,854,897 to Radziewicz et al.

Radziewicz et al. discloses a communications marketing system, which allows a client station accessing a computer network through a Network Service provider to receive advertisements whenever the connection path between the client station and the Service Provider is idle.

As amended, claim 1 (and claims 2 and 20 dependent thereon) requires a system, for placing an advertisement on the monitor of a user of a web site being owned by a web site owner and compensating said user for viewing said advertisement and compensating said

web site owner on the basis of advertisements viewed, whereby upon access by said user of said page containing said coded reference, the reference is caused to access its application logic set triggering display of said advertisement in a temporary and non-dismissible window on said monitor for a predetermined time period, whereby said user is compensated for receiving and viewing said advertisement and said web site owner is compensated on the basis of advertisements viewed. It is submitted that the salient features of claims 2 and 20, as amended, are not disclosed or suggested by Landsman et al. in view of Goldhaber et al and Radziewicz et al. It is thus submitted that the subject matter of claims 2 and 20 are novel over Landsman et al. in view of Goldhaber et al and Radziewicz et al.

As amended, claims 18 and 19, respectively, require a method for advertising to a user of a web site having at least one page containing a coded reference, each respective claim having the step of compensating the user for receiving and viewing the advertisement provided the user has previously registered, and compensating said web site owner on the basis of advertisements viewed. It is submitted that the salient features of claims 18-19, as amended, are not disclosed or suggested by Landsman et al. in view of Goldhaber et al and Radziewicz et al. It is thus submitted that the subject matter of claims 18-19 is novel over Landsman et al. in view of Goldhaber et al and Radziewicz et al.

Reference is made to the previous arguments, hereinabove, which clearly show that Landsman et al. and Golhaber et al. do not disclose or suggest a system for placing an advertisement on the monitor of a user of a web site being owned by a web site owner, compensating the user for viewing

the advertisement, and compensating said web site owner on the basis of advertisements viewed. Further regarding the Radziewicz et al. reference, it is submitted that nowhere in the Radziewicz et al. reference is there any disclosure or suggestion for the same. It is submitted that the Examiner has not pointed to any specific disclosure in the Radziewicz et al. reference regarding this specific feature of claims 2 and 18-20, as amended. Instead, the Examiner relies on Radziewicz et al. merely for its disclosure regarding measuring the user's connection speed to select a particular format for the advertisements.

Accordingly, reconsideration of the rejection of claims 2 and 18-20 under 35 USC 103(a) as being unpatentable over Landsman et al. in view of Goldhaber et al. and Radziewicz et al. is respectfully requested.

Claims 1 and 3-17 were alternatively rejected under 35 USC 103(a) as being unpatentable over US Patent 6,687,737 to Landsman et al in view of US Patent 5,996,007 to Klug et al. (Applicant presumes that the Office Action contains a mistake by stating at page 7 that the claims are rejected under 35 USC 102(e) as being anticipated by Landsman et al. in view of Klug et al.)

Klug et al. provides a method for providing selected content during waiting time of an internet session. Selected content such as product information and announcements is provided during waiting time of an Internet session. In one implementation, the process implemented by the waiting time message program of the invention involves monitoring a

user node to identify a web site access request, accessing a previously stored message set, selecting a message from the message set and displaying or playing back the selected message. The message set and particular messages may be selected based on user information (e.g., demographic, psychographic, or product preference information), information regarding the expected waiting time or other information. Messages are thereby provided during waiting time that would otherwise be essentially wasted from the perspective of an ordinary Internet user, e.g., during processing time associated with the exchange of information between Internet content providers and Internet content users.

As amended, claims 1 and 3-17 require a system for placing an advertisement on the monitor of a user of a web site being owned by a web site owner, compensating the user for viewing the advertisement, and compensating said web site owner on the basis of advertisements viewed. It is submitted that the salient features of claims 1 and 3-17, as amended, are not disclosed or suggested by Landsman et al in view of Klug et al. It is thus submitted that the subject matter of claims 1 and 3-17 is novel over Landsman et al. in view of Klug et al.

Applicant submits that the combination of Landsman et al. in view of Klug et al. does not disclose an advertising system that compensates the user and the web site owner on the basis of the advertisements viewed. In view of the amendment to claims 1 and 3-17 and the foregoing remarks, it is submitted that claims 1 and 3-17 are novel over Landsman et al in view of Klug et al.

Accordingly, reconsideration of the rejection of claims 1 and 3-17 under 35 USC 103(a) as being unpatentable over Landsman et al. in view of Klug et al. is respectfully requested.

Claims 2 and 18-20 were alternatively rejected under 35 USC 103(a) as being unpatentable over US Patent 6,687,737 to Landsman et al. in view of US Patent 5,996,007 to Klug et al. and US Patent 5,854,897 to Radziewicz et al. (Applicant respectfully notes a typographical error at page 9 of the Office Action with the patent number listed for the Klug et al. reference.)

As amended, claim 1 (and claims 2 and 20 dependent thereon) requires a system, for placing an advertisement on the monitor of a user of a web site being owned by a web site owner and compensating said user for viewing said advertisement and compensating said web site owner on the basis of advertisements viewed, whereby upon access by said user of said page containing said coded reference, the reference is caused to access its application logic set triggering display of said advertisement in a temporary and non-dismissible window on said monitor for a predetermined time period, whereby said user is compensated for receiving and viewing said advertisement and said web site owner is compensated on the basis of advertisements viewed. It is submitted that the salient features of claims 2 and 20, as amended, are not disclosed or suggested by Landsman et al. in view of Klug et al and Radziewicz et al. It is thus submitted that the subject matter of claims 2 and 20 are novel over Landsman et al. in view of Klug et al. and Radziewicz et al.

As amended, claims 18 and 19, respectively, require a method for advertising to a user of a web site having at least one page containing a coded reference, each respective claim having the step of compensating the user for receiving and viewing the advertisement provided the user has previously registered, and compensating said web site owner on the basis of advertisements viewed. It is submitted that the salient features of claims 18-19, as amended, are not disclosed or suggested by Landsman et al. in view of Klug et al and Radziewicz et al. It is thus submitted that the subject matter of claims 18-19 is novel over Landsman et al. in view of Klug et al and Radziewicz et al.

Reference is made to the previous arguments, hereinabove, which clearly show that Landsman et al. and Klug et al. do not disclose or suggest a system for placing an advertisement on the monitor of a user of a web site being owned by a web site owner, compensating the user for viewing the advertisement, and compensating said web site owner on the basis of advertisements viewed. Further regarding the Radziewicz et al. reference, it is submitted that nowhere in the Radziewicz et al. reference is there any disclosure or suggestion for the same. It is submitted that the Examiner has not pointed to any specific disclosure in the Radziewicz et al. reference regarding this specific feature of claims 2 and 18-20, as amended. Instead, the Examiner relies on Radziewicz et al. merely for its disclosure regarding measuring the user's connection speed to select a particular format for the advertisements.

Accordingly, reconsideration of the rejection of claims 2 and 18-20 under 35 USC 103(a) as being unpatentable over Landsman et al. in view of Klug et al. and Radziewicz et al. is respectfully requested.

CONCLUSION

In view of the amendment to the claims and the foregoing remarks, it is respectfully submitted that the present application has been placed in allowable condition. Reconsideration of the rejections set forth in the Office Action dated May 31, 2006, and allowance of claims 1-20, as amended, are earnestly solicited.

Respectfully submitted,

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